

LEAD-GEN OPPORTUNITIES

➤ CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

THOUGHT LEADERSHIP AND LEAD GENERATION IN ONE COMPLETE, MULTICHANNEL MARKETING PROGRAM

Impact our audience

Your sponsored essays, white papers, and case studies will be printed in a special section of *CRM* magazine preceded by an introduction by our publisher, Bob Fernekees, with extensive distribution via our magazine and website, destinationCRM.com.

Generate leads for your sales force

- PDF requests will be driven through a registration form capturing complete contact and qualifying information.
- Leads will be distributed to all sponsors in this section via a secure link that you can access 24x7.

Enormous distribution, reach, and frequency

- 75,000 email invitations to download a PDF of this special section—you get the leads
- 1 month of homepage promotion on destinationCRM.com (150,000 visitors per month)
- Inclusion in all eight *eWeekly* newsletters (46,000 per issue)
- Archived on destinationCRM.com for 1 year
- Posts on all CRM social media networks: Twitter, Facebook, and LinkedIn
- Editorial and production services included—copy editing, layout, and design

Your editorial topics can range from:

- Third-party white papers or white paper abstracts
- Successful customer case studies
- Your company's unique value proposition or market position
- A behind-the-scenes look at your technology solution and why it's important

Sponsorship rates

Standard — 1 page (750 words) \$7,500 net

Silver — 2 pages (1,500 words) \$8,500 net

Gold — 3 pages (2,250 words) \$9,500 net

Platinum — 4 pages (3,000 words) \$10,500 net

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➤ SOLO AND ROUNDTABLE WEB EVENTS

THESE ONLINE WEB EVENTS ARE GEARED TO GENERATE LEADS FOR SPONSORS WHILE PROVIDING A VALUABLE RESOURCE FOR OUR READERSHIP ON A NUMBER OF TOPICS.

Format

- One to four sponsors and a moderator from *CRM* magazine
- Introduction of sponsors, value proposition presentations, lively interactive discussion between sponsors, Q&A with audience
- 60 minutes in total length

What you get

- **Highly Qualified, Actionable Leads:** Generated from preregistration, live-event logon, and registration to the archived event for 90 days, with leads delivered every Monday
- **Extensive Event Registration:** A program offering multiple marketing touchpoints
- **Brand Leverage:** Use the strength of our CRM brand, moderated by a senior *CRM* editor and marketed under the aegis of CRM Media.
- **Managed Process:** We take care of all of the details—advertising materials, marketing, registration, technology, and follow-up.
- **Experience:** CRM Media is the most experienced webcast producer in the field, having produced more than 2,500 successful streaming Web Events since 1998. Our client list includes virtually every major vendor in the CRM/knowledge management marketplace.

Our action list

Aggressive online and print advertising campaign including:

- Three HTML email invitations to our 37,000-name database
- Three advertisements in *CRM's eWeekly* HTML newsletter with a circulation of 46,000
- Phone call reminder to all registrants
- Complete registration of attendees
- Confirmation emails with calendar reminder
- Reminder email with registration information
- Post-event "thank you" email with links to archive for both attendees and nonattending registrants
- Registration reports, including postevent registrations, for the archived version, delivered every Monday for 90 days
- Complete production and management of the technology
- Event archiving on destinationCRM.com for 90 days for anytime, on-demand viewing
- One affordable price, a fraction of the cost of an a la carte event without any of the headaches

Solo Sponsorship Rate — Call for details

Roundtable Sponsorship Rate — \$8,500

2023 BEST PRACTICES & ROUNDTABLE SCHEDULE

JANUARY		
Best Practices	Copy Due 1/10/23	MegaTrends in Customer Technologies — Predictions that you need to know in 2023
Best Practices	Copy Due 1/10/23	What's So Great About Proactive Customer Service ?
Roundtable	1/11/23	MegaTrends in Customer Technologies — Predictions that you need to know in 2023
Roundtable	1/18/23	Digital-First Customer Service — The logical next step beyond self-service
FEBRUARY		
Best Practices	Copy Due 1/20/23	Total Experience : Experience Convergence
Best Practices	Copy Due 1/20/23	Achieve Next-Level CX With Real-Time Customer Analytics
Roundtable	2/1/23	The Conversational Contact Center : Integrating AI's Potential Now
Roundtable	2/15/23	Deep Personalization : Customer Data With a Purpose
MARCH		
Best Practices	Copy Due 2/20/23	Digital Transformation of Customer Experience — What's possible now?
Best Practices	Copy Due 2/20/23	Contact Center as a Service — Simply Subscribe?
Roundtable	3/1/23	How to Leverage AI for Integrated CX Strategy
Roundtable	3/15/23	Create a Better Contact Center Culture With Workforce Engagement Strategies and Technologies
CX Connect Virtual Conference — 3/29/23		
APRIL (Print)		
Best Practices	Copy Due 3/7/23	Speech Analytics : The Core Contact Center Technology
Best Practices	Copy Due 3/7/23	Digital-First Customer Service — The logical next step beyond self-service
Roundtable	4/12/23	What's So Great About Proactive Customer Service ?
Roundtable	4/26/23	Achieve Next-Level CX With Real-Time Customer Analytics
MAY		
Best Practices	Copy Due 4/20/23	Create a Better Contact Center Culture With Workforce Engagement Strategies and Technologies
Best Practices	Copy Due 4/20/23	Deep Personalization : Customer Data With a Purpose
Roundtable	5/10/23	Contact Center as a Service — Simply Subscribe?
Roundtable	5/24/23	Digital Transformation of Customer Experience — What's possible now?
JUNE		
Best Practices	Copy Due 5/20/23	The Conversational Contact Center : Integrating AI's Potential Now
Best Practices	Copy Due 5/20/23	How to Leverage AI for Integrated CX Strategy
Roundtable	6/7/23	Total Experience : Experience Convergence
Roundtable	6/21/23	Speech Analytics : The Core Contact Center Technology

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2023 BEST PRACTICES & ROUNDTABLE SCHEDULE

JULY		
Best Practices	Copy Due 6/25/23	Hot Topics in Customer Analytics : Insight and Action
Best Practices	Copy Due 6/25/23	Customer Journey Management : A Key Focus for Stronger Brands
Roundtable	7/12/23	Contact Center Workforce Strategies in a Remote World
Roundtable	7/26/23	Future-Proofing Your CX Efforts : Is This Even Possible?
AUGUST		
Best Practices	Copy Due 7/25/23	Reimagining Customer Experience : Structure Follows Strategy
Best Practices	Copy Due 7/25/23	Contact Center Security : Fraud, Governance, and Compliance
Roundtable	8/9/23	Humans and Their Chatbots : AI-Assisted Answers for Everyone
Roundtable	8/23/23	Personalization : The Key to CX Excellence
SEPTEMBER (Print)		
Best Practices	Copy Due 8/1/23	Future-Proofing Your CX Efforts : Is This Even Possible?
Best Practices	Copy Due 8/1/23	Contact Center Workforce Strategies in a Remote World
Roundtable	9/13/23	Agent Experience : Enhancing CX From the Inside Out
Roundtable	9/27/23	Customer Journey Management : A Key Focus for Stronger Brands
OCTOBER		
Best Practices	Copy Due 9/25/23	Personalization : The Key to CX Excellence
Best Practices	Copy Due 9/25/23	Humans and Their Chatbots : AI-Assisted Answers for Everyone
Roundtable	10/11/23	Omnichannel Customer Experience : Table Stakes in 2023
Roundtable	10/25/23	Contact Center Security : Fraud, Governance, and Compliance
NOVEMBER		
Best Practices	Copy Due 11/10/23	Omnichannel Customer Experience : Table Stakes in 2023
Best Practices	Copy Due 11/10/23	Agent Experience : Enhancing CX From the Inside Out
Roundtable	11/1/23	Reimagining Customer Experience : Structure Follows Strategy
Roundtable	11/15/23	Hot Topics in Customer Analytics : Insight and Action
DECEMBER		
Best Practices	Copy Due 11/25/23	2023 Contact Center Success Stories and Case Studies : Implementations That Delivered Value
Roundtable	12/6/23	2023 Contact Center Success Stories and Case Studies : Implementations That Delivered Value

2023 BEST PRACTICES DEEP DIVES

JANUARY

Copy Due: 1/10/23

➤ **MegaTrends in Customer Technologies** — Predictions that you need to know in 2023

Every January, we kick off the new year, challenging prominent solution providers to concisely predict what significant trends will catch hold in the next 12 months and why our audience needs to be aware of these promising future paths.

Contributions to the Best Practices kick-off installment usually come from different customer-enabling solution vendors, providing our readers with a wide variety of distinct perspectives. Our readers would love to hear your predictions this year!

[Live Roundtable Webcast: January 11, 2023](#)

➤ **What's So Great About Proactive Customer Service?**

Many believe that anticipating issues and providing proactive communications is the next big opportunity for building strong brands.

Proactive customer service means **anticipating customer needs and actively reaching out with a solution**, whether that's by communicating a potential problem that's cropped up or, even better, providing a simple self-service option.

These helpful communications can also play a critical role in brand building, significantly benefiting customer retention, satisfaction, and loyalty. A recent study found that 87% of people were happy to be contacted proactively by companies about customer service issues, and 75% were pleasantly surprised by the communication.

Contribute your expertise to this topic and help our readers benefit from your experience and recommendations.

[Live Roundtable Webcast: April 12, 2023](#)

FEBRUARY

Copy Due: 1/20/23

➤ **Total Experience — Experience Convergence**

There is a fundamental shift in focus by management on their two constituencies—**customers and the employees** with whom they interact to help solve their problems.

Total experience (TX) is the logical extension of customer experience as a strategy, emphasizing better experiences for employees, customers, and users to accelerate growth.

A poll conducted last year predicted that by 2023, employee experience would overtake customer experience, at least temporarily, as the leading "experience" focus and investment.

Contribute to this installment of *CRM* magazine's Best Practices series and share your recommendations for embracing the strategic concept of total experience, which promises to be the new benchmark for creating competitive differentiation between brands.

[Live Roundtable Webcast: June 7, 2023](#)

➤ **Achieve Next-Level CX With Real-Time Customer Analytics**

Real-time customer analytics has shown great potential for streamlining customer journeys, improving customer experiences, and personalizing marketing messages. Best of all, it strengthens key metrics like customer retention and loyalty.

Real-time customer analytics improves CX across touchpoints, enables a smooth omnichannel experience, allows personalization at scale, and is necessary for digital transformation.

Contribute your Best Practices recommendations our readers can use before they plan to implement or expand their customer analytics projects.

[Live Roundtable Webcast: April 26, 2023](#)

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One of the few places I see actual value from vendor-sponsored articles and case studies, and webinars; they aren't sales pitches."

DISTINGUISHED VP, TECHNOLOGY ECOSYSTEMS
TSIA

2023 BEST PRACTICES DEEP DIVES *(continued)*

MARCH

Copy Due: 2/20/23

➤ **Contact Center as a Service — Simply Subscribe?**

The value proposition of contact center as a service (CCaaS), integrated cloud-based suites with a low IT impact and pay-as-you-go model, became even more attractive to customer care organizations when the pandemic caused a tight labor market.

As a result, the CCaaS market looks like it will double in size in 5 years and grow at 17% through 2030, according to a recent survey.

So what lessons have we learned from the many migrations to the cloud over the past few years?

What are your top recommendations for anyone thinking of moving to the cloud? Join our contributors in this month's Best Practices installment

[Live Roundtable Webcast: May 10, 2023](#)

➤ **The Digital Transformation of Customer Experience**

In many respects, CX is the primary driver of transformational digital business models in customer-centric organizations. Pain points surface throughout the customer journey, ultimately triggering fundamental changes in how a business operates and the value it delivers to customers.

The digital transformation of CX can help to create highly engaged customers who buy 90% more frequently, spend 60% more per purchase, and provide three times more annual value than non-engaged customers, according to a recent study.

But how do you determine which areas to focus on to deliver the most impact?

Join our panel of experts, who help you navigate your never-ending quest to deliver high-quality customer experiences.

[Live Roundtable Webcast: May 24, 2023](#)

APRIL (Print)

Copy Due: Copy Due 3/7/23

➤ **Speech Analytics: The Core Contact Center Technology**

Speech analytics can extract actionable insights from the conversations that flow through your contact center. It turns unstructured data into valuable intelligence that can inform your agents, management, and the extended enterprise, often in real time.

These insights can directly improve agent interactions by providing real-time recommendations. Speech analytics can often provide a deeper understanding of voice-of-the-customer sentiments and attitudes, ensure better regulatory compliance, and uncover issues that affect other areas of the organization.

Contribute your Best Practices for leveraging speech analytics in the contact center.

[Live Roundtable Webcast: June 21, 2023](#)

➤ **Digital-First Customer Service — The logical next step beyond self-service**

Everybody loves self-service. Low-effort self-serve solutions are a fantastic win/win for customers and organizations.

What would the optimum service organization look like if it could start from scratch? Or evolve its existing business in the digital-first direction?

Contribute your expertise to the Best Practice installment and help our readers down the digital-first path.

[Live Roundtable Webcast: January 18, 2023](#)

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2023 BEST PRACTICES DEEP DIVES *(continued)*

MAY	JUNE
<p>Copy Due: 4/20/23</p> <p>➔ Create a Better Contact Center Culture With Workforce Engagement Strategies and Technologies</p> <p>Maintaining an engaged and experienced workforce is crucial for delivering excellent customer experiences. The recent shuffling of workers during the Great Resignation hit contact centers hard, and ordinarily predictable levels of turnover became alarmingly high.</p> <p>But not all contact centers were affected equally, and companies with forward-thinking employee engagement strategies did better finding high-quality candidates who remained longer in their positions.</p> <p>Contribute to this Best Practices installment with your recommendations for workforce engagement strategies that directly benefit agents and can build a culture of customer service agents that contribute to better CX.</p> <p>Live Roundtable Webcast: March 15, 2023</p> <hr/> <p>➔ Deep Personalization: Customer Data with a Purpose</p> <p>Personalization pays off. The deeper the personalization, the more effective and, hopefully, the less intrusive it becomes. That's not an oxymoron.</p> <p>With the amount of customer data collected through apps and other digital channels, the potential for delivering helpful, proactive messaging of real value is enormous, as retailers such as Amazon, Nike, and others can attest.</p> <p>Deep personalization has been the exclusive domain of marketers, but CX leaders can stake their claim to it and extend its relevance to the entire customer experience.</p> <p>Contribute your expertise to this month's Best Practices series and help our readers achieve deep personalization for better customer experiences and intelligent marketing, sales, and service efficiencies.</p> <p>Live Roundtable Webcast: February 15, 2023</p>	<p>Copy Due: 5/20/23</p> <p>➔ The Conversational Contact Center: Integrating AI's Potential Now</p> <p>The contact center has undergone significant transformations in the past 2 decades. The traditional call center became the central hub for most customer interactions, whether by voice, SMS, chat, or other emerging channels.</p> <p>Today's big transformational technology in the contact center is conversational artificial intelligence, enabling customers to self-serve in multiple channels and return valuable information to the enterprise for continuous refinement.</p> <p>Contribute your expertise to this month's Best Practices installment and help our readers plan the evolution of their contact center and customer experience strategy.</p> <p>Live Roundtable Webcast: February 1, 2023</p> <hr/> <p>➔ How to Leverage AI for Integrated CX Strategy</p> <p>Artificial intelligence increasingly makes it possible for brands to deliver an integrated customer experience across multiple channels with easy self-service, relevant marketing, and curated experiences.</p> <p>Understandably, most companies choose to tackle the easiest quick wins, possibly in self-service, where AI-powered experiences can immediately deliver high CX at lower costs with a solid return on investment provided to management.</p> <p>But what strategic model should companies consider now as they make their first forays into creating an integrated CX strategy?</p> <p>Contribute your expertise to this month's Best Practices installment and help our readers integrate their CX strategies powered by AI technologies.</p> <p>Live Roundtable Webcast: March 1, 2023</p>

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2023 BEST PRACTICES DEEP DIVES *(continued)*

JULY	AUGUST
Copy Due: 6/25/23	Copy Due: 7/25/23
<p>➤ Hot Topics in Customer Analytics: Insight and Action</p> <p>The digital transformation revolution has opened up tremendous opportunities for those who can extract real value from all that data. CX, customer satisfaction, and key performance indicators are constantly monitored for insights and improvements.</p> <p>Real-time analytics can change the trajectory of interactions at their most critical points by suggesting the next best actions. Analytics are also crucial for surfacing insights from many different complex data sources.</p> <p>On this roundtable webcast, our panel of experts will help you turn insights from your customer data into actions that will help you better know your customers and processes and use that knowledge to take well-informed actions.</p> <p>Live Roundtable Webcast: November 15, 2023</p>	<p>➤ Reimagining Customer Experience: Structure Follows Strategy</p> <p>According to McKinsey, "An effective redesign of the customer experience (CX) organization and operating model is a crucial success factor for every CX transformation."</p> <p>More than 70% of senior executives rank CX as a top priority for the coming year because of the enormous payoffs. Companies that effectively manage CX can realize a 20% improvement in customer satisfaction, a 15% increase in sales conversion, a 30% lower cost-to-serve, and a 30% increase in employee engagement.</p> <p>Can you help our readers convince their internal stakeholders that it's time to shift from wading to taking the plunge?</p> <p>Contribute your recommendations to our readers and help them realize the full business impact of embedding customer experience throughout their organizations.</p> <p>Live Roundtable Webcast: November 1, 2023</p>
<p>➤ Customer Journey Management: A Key Focus for Stronger Brands</p> <p>A recent study by Gartner revealed that CX programs that exceed management expectations are 2.3 times more likely to have CX efforts in marketing primarily focused not on the path to purchase but on the journey after acquisition.</p> <p>The full scope of customer journey management, including customer data management, journey analytics, decisioning and orchestration, engagement and personalization, and measurement and reporting, are crucial for brand building. And according to the Winterberry Group, more than three-quarters (77%) of businesses are turning to the application of customer journey management.</p> <p>How have the leading companies used customer journey management to create loyalty, increase revenue, and build their brands?</p> <p>Our panel of experts will share their experiences and knowledge of how the top companies exceed their CX goals and what you can do to smooth your own customer journeys.</p> <p>Live Roundtable Webcast: September 27, 2023</p>	<p>➤ Contact Center Security: Fraud, Governance, and Compliance</p> <p>Fraud is pervasive. By one recent estimate, contact centers are involved in 60% of fraud, either outright or through fraud mining and reconnaissance. An equal number of contact centers report increasing fraudulent activity, new types of attacks, and negative impacts on their bottom line.</p> <p>In this webcast, our panel of experts will discuss the major areas of risk, how those risks can be mitigated, and what types of fraudulent activity they have been monitoring in recent months.</p> <p>Contribute your recommendations to help our readers secure their data, authenticate customers quickly, and harden the security of their contact centers from ever more ingenious scams.</p> <p>Live Roundtable Webcast: October 25, 2023</p>

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2023 BEST PRACTICES DEEP DIVES *(continued)*

SEPTEMBER (Print)

Copy Due: 8/1/23

➤ Future-Proofing Your CX Efforts: Is This Even Possible?

The idea of customer experience as a core business driver may have just reached the tipping point. Forward-looking companies have proved that all the raw materials for building an operational business model incorporating CX as a guidepost are available now, and accruing the actual benefits of CX is also possible now.

But the path isn't straightforward and will undoubtedly change, so course corrections will surely be needed.

Can you future-proof your CX road map and make sure your direction isn't a dead end?

This is the question we will pose to our panel of experts, who will do their best to help you mitigate risk and evaluate how to future-proof your CX efforts, helping you build success upon CX success in a smooth curve upward.

[Live Roundtable Webcast: July 26, 2023](#)

➤ Contact Center Workforce Strategies in a Remote World

Contact center workforce issues were never exactly easy to address when agents were onsite, but now with many agents working from home, supporting them has become that much trickier.

The recruiting, training, coaching, scheduling, and quality management of agents have become higher priorities since the pandemic's disruption steered agents to a work-from-home model. Thankfully, the tools needed to support offsite agents are already available.

Do you have any recommendations to help our audience improve their agents' ability to provide excellent customer experiences as fully integrated employees, onsite or off?

[Live Roundtable Webcast: July 12, 2023](#)

OCTOBER

Copy Due: 9/25/23

➤ Personalization: The Key to CX Excellence

What's your personalization strategy?

Personalized customer experiences are required to provide smooth omnichannel interactions and contextually relevant customer communications.

One recent survey revealed that 93% of companies are investing in a personalization strategy. Why? Because personalization offers the promise of more effective marketing, a more loyal customer base, and more significant revenue.

A personalization strategy is a critical element for improving CX efficiency.

Do you have Best Practices recommendations for our readers who are interested in pursuing a data-driven personalization strategy to serve their customers and prospects?

[Live Roundtable Webcast: August 23, 2023](#)

➤ Humans and Their Chatbots: AI-Assisted Answers for Everyone

We've crossed a rubicon of sorts. Customers and agents will be relying on conversational AI-assisted chatbots at an increasing rate for years to come, and the technology will get better and better with use and investment.

Gartner estimates conversational AI will grow almost 22% a year through 2026, when investment will reach \$18.4 billion. An Accenture survey reports that 56% of companies say conversational AI is driving disruption in their industries.

The mad rush for AI-assisted answers is on. Multiple pathways to implementation will be presented to you, and the technology will change fast.

Contribute your recommendation to our readers to keep their implementations on track and human friendly.

[Live Roundtable Webcast: August 9, 2023](#)

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2023 BEST PRACTICES DEEP DIVES *(continued)*

NOVEMBER

Copy Due: 11/10/2023

➤ Omnichannel Customer Experience: Table Stakes in 2023

The results are in—an omnichannel customer experience delivers undeniable results.

One recent survey cited that 80% of customers prefer an omnichannel offering. Another study indicates that customers purchase 250% more frequently on omnichannel versus single channel. Those survey results point toward big wins for customers and vendors.

Do you have recommendations for our readers who are struggling to prioritize their omnichannel deployments or to align your technology investments with their long-term strategies?

Contribute your expertise to this month's Best Practices installment and help guide our readers' omnichannel CX strategy that forges a stronger bond with their customers and prospects.

[Live Roundtable Webcast: October 11, 2023](#)

➤ Agent Experience: Enhancing CX From the Inside Out

The average call center agent lasts less than 2 years at their position, and many contact centers experience much higher turnover rates. Retaining and nurturing a stable workforce of contact center agents have never been easy to do.

But something fundamental is happening in the world of work for these frequently underappreciated representatives of our brands. Their roles will be prioritized in modern contact centers. AI self-service will offload the lower-value tasks, and agents will increasingly handle more complicated or high-value customer interactions, which require a better-trained workforce with excellent skills.

What will your strategy be to attract high-caliber agents, train and support them with consistent coaching, and maintain high levels of quality assurance, even in a remote work environment?

Contribute your recommendations to this month's installment of our Best Practices series and help our readers build a better workforce.

[Live Roundtable Webcast: September 13, 2023](#)

DECEMBER

Copy Due: 11/25/2023

➤ 2023 Contact Center Success Stories and Case Studies: Implementations That Delivered Value

The past several years have seen a spike in contact center implementations due to the acceleration of digital transformation efforts, which were themselves prompted by the pandemic's effects on customer trends and workforce issues.

What worked? What didn't? What are the long-term trends that contact centers are embracing in their planning?

Does your company have any success stories to share of clients that have upgraded contact center technology and processes or whose initiatives met or exceeded expectations?

Contribute your experiences to our annual look at the notable deployments in contact centers that moved the key performance indicator metrics needle, delivered a positive return on investment, or were unique, real-world innovations that mattered.

[Live Roundtable Webcast: December 6, 2023](#)